

## ORDER



Orders	Order / Rev:	67579
	Alt Order #:	9850073 /Brad
	Product Desc:	BOB CASEY FOR SENATE
	Estimate:	
	Flight Dates:	10/23/12 - 10/29/12
	Original Date / Rev:	10/22/12 / 10/22/12
	Order Type:	GENERAL

Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

<b>Agency</b>	<b>Name:</b>	<b>Shorr Johnson Magnus</b>
	Buying Contact:	
	Billing Contact:	
		1831 Chestnut Street
		Philadelphia, PA 19103

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

<b>Advertiser</b>	<b>Name:</b>	<b>Casey/D/Senate</b>
	<b>Demographic:</b>	A35+
	<b>Product Codes:</b>	State Elections
	<b>Priority:</b>	P-3
	<b>Revenue Codes:</b>	AGY, POL-CAND, GEN

New Business Thru: \_\_\_\_\_  
Order Separation: 00:15:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## **Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	48	\$22,065.00	\$18,755.25
10/29/12	10/29/12	12	\$6,030.00	\$5,125.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	48	\$22,065.00	\$18,755.25	0.00
November 2012	12	\$6,030.00	\$5,125.50	0.00
Totals	60	\$28,095.00	\$23,880.75	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
WHP-TV CBS21	17%	\$28,095.00
Market	100%	\$165,264.71

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	1%	\$1,652.65
WGAL	46%	\$76,021.76
WHTM	27%	\$44,621.47
WLYH	0%	\$0.00
WPMT	9%	\$14,873.82

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Advertiser: Casey/D/Senate  
Product Desc: BOB CASEY FOR SENATE  
Estimate:

**WHP-TV CBS21**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/24/12	10/29/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M-WTF--	:30	4	\$175.00	P-3	0.00	NM	13	\$6,900.00
Spot	Ch	Date Range	Description		Start/End Time		Weekdays	Length		Rate		Rtg	Type		
5	WHP	10/24/12-10/29/12	Mon Reg 1		8:00 PM-8:30 PM	8:00 PM-8:30 PM	-----	:30		\$1,300.00	0.00	NM			
(M)	MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]														
6	WHP	10/24/12-10/29/12	NFL RS Game Early		1p-4p		----- SaSu	:30		\$1,300.00	0.00	NM			
(M)	MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]														
7	WHP	10/24/12-10/29/12	Fri Reg 2		9p-10p		----- F----	:30		\$900.00	0.00	NM			
(M)	MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]														
8	WHP	10/24/12-10/29/12	Mon Reg 1		8:30 PM-9:00 PM	8:30 PM-9:00 PM	-----	:30		\$1,300.00	0.00	NM			
(M)	MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]														
9	WHP	10/24/12-10/29/12	NFL RS Pre Game		12p-1p		--- Th- SaSu	:30		\$350.00	0.00	NM			
(M)	MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]														
10	WHP	10/24/12-10/29/12	SEC Day Game		Various		----- Sa--	:30		\$200.00	0.00	NM			
(M)	MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]														
11	WHP	10/24/12-10/29/12	M-F 11a-12p		11a-12p		M- WThF---	:30		\$325.00	0.00	NM			
(M)	MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]														
12	WHP	10/24/12-10/29/12	M-F 11a-12p		11a-12p		M- WThF---	:30		\$325.00	0.00	NM			
(M)	MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]														
13	WHP	10/24/12-10/29/12	M-F 11a-12p		11a-12p		M- WThF---	:30		\$325.00	0.00	NM			
(M)	MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]														
14	WHP	10/24/12-10/29/12	M-F 11a-12p		11a-12p		M- WThF---	:30		\$325.00	0.00	NM			
(M)	MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]														
15	WHP	10/24/12-10/29/12	M-F 5a-6a News		5a-6a		M- WThF---	:30		\$30.00	0.00	NM			
(M)	MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]														
16	WHP	10/24/12-10/29/12	Late Late Show		1235a-135a		M- WThF---	:30		\$20.00	0.00	NM			
(M)	MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]														
17	WHP	10/24/12-10/29/12	SEC Day Game		Various		----- Sa--	:30		\$200.00	0.00	NM			
(M)	MG for 17.1,1.3,1.4,12.1,1.2,14.1,21.1,1.1 [MG within Flight]														
N 2	WHP	10/24/12	10/29/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M- WTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N 3	WHP	10/24/12	10/29/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M- WTF--	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00
		Start Date	End Date	Weekdays		Spots/Week	Rate								
		Week: 10/23/12	10/29/12	M- WTF--		5	\$110.00	0.00							
N 4	WHP	10/23/12	10/29/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$125.00	P-3	0.00	NM	5	\$625.00
N 5	WHP	10/24/12	10/29/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	M- WTF--	:30	5	\$110.00	P-3	0.00	NM	5	\$550.00
N 6	WHP	10/23/12	10/29/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
N 7	WHP	10/23/12	10/29/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
N 8	WHP	10/23/12	10/29/12	Tue Reg 1 Tue 8p-9p	CM	8p-9p	-T----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
N 9	WHP	10/23/12	10/29/12		CM	7p-8p	----- S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00

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Estimate:

**WHP-TV CBS21**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sun Reg 1 Sun 7p-8p											
N10	WHP	10/23/12	10/29/12	Fri Reg 1 Fri 8p-9p	CM	8p-9p	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
N11	WHP	10/23/12	10/29/12	Fri Reg 3 Fri 10p-11p	CM	10p-11p	----F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
N12	WHP	10/23/12	10/29/12	Thu Reg 2 Thu 9p-10p	CM	9p-10p	---T---	:30	1	\$1,400.00	P-3	0.00	NM	0	\$0.00
Spot	Ch	Date Range		Description		Start/End Time		Weekdays		Length		Rate		Rtg	
		1 WHP 10/23/12-10/29/12 Thu Reg 2		See MG 1.5,1.6,1.7,1.8,1.9,1.10,1.11,1.12,1.13,1.14,1.15,1.16,1.17		9p-10p		---Th----		:30(\$1,400.00)		0.00		NM	
N13	WHP	10/23/12	10/29/12	Tue Reg 2 Tue 9p-10p	CM	9p-10p	-T-----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
N14	WHP	10/23/12	10/29/12	Thu Reg 1 Thu 8p-9p	CM	8p-9p	---T---	:30	1	\$1,700.00	P-3	0.00	NM	0	\$0.00
Spot	Ch	Date Range		Description		Start/End Time		Weekdays		Length		Rate		Rtg	
		1 WHP 10/23/12-10/29/12 Thu Reg 1		See MG 1.5,1.6,1.7,1.8,1.9,1.10,1.11,1.12,1.13,1.14,1.15,1.16,1.17		8p-9p		---Th----		:30(\$1,700.00)		0.00		NM	
N15	WHP	10/23/12	10/29/12	Thu Reg 3 Thu 10p-11p	CM	10p-11p	---T---	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
N16	WHP	10/23/12	10/29/12	Wed Reg 1 Wed 8p-9p	CM	8p-9p	--W----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
N17	WHP	10/23/12	10/29/12	Mon Reg 3 Mon 10p-11p	CM	10p-11p	M-----	:30	1	\$1,300.00	P-3	0.00	NM	0	\$0.00
Spot	Ch	Date Range		Description		Start/End Time		Weekdays		Length		Rate		Rtg	
		1 WHP 10/23/12-10/29/12 Mon Reg 3		See MG 1.5,1.6,1.7,1.8,1.9,1.10,1.11,1.12,1.13,1.14,1.15,1.16,1.17		10p-11p		M-----		:30(\$1,300.00)		0.00		NM	
N18	WHP	10/23/12	10/29/12	Mon Reg 2 Mon 9p-10p	CM	9p-10p	M-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
N19	WHP	10/23/12	10/29/12	Wed Reg 3 Wed 10p-11p	CM	10p-11p	--W----	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
N20	WHP	10/23/12	10/29/12	Sun Reg 3 Sun 9p-10p	CM	9p-10p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
N21	WHP	10/23/12	10/29/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	0	\$0.00
Spot	Ch	Date Range		Description		Start/End Time		Weekdays		Length		Rate		Rtg	
		1 WHP 10/23/12-10/29/12 Sun Reg 2		See MG 1.5,1.6,1.7,1.8,1.9,1.10,1.11,1.12,1.13,1.14,1.15,1.16,1.17		8p-9p		-----Su		:30(\$1,800.00)		0.00		NM	
[Preempted by NSM]															
N22	WHP	10/23/12	10/29/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
N23	WHP	10/23/12	10/29/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
N24	WHP	10/23/12	10/29/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
N25	WHP	10/23/12	10/29/12	Sa Prime Access RotatoCM Sa Prime Access Rotator	CM	7p-8p	-----S-	:30	2	\$135.00	P-3	0.00	NM	2	\$270.00